

“The Folio:AdGuide was one of several key sources used to design a media plan for one of our high-tech clients.”

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for major advertising agency

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schedules
The Folio:AdGuide
makes a
difference.**

The Folio:AdGuide

MAGAZINE ADVERTISING BY CATEGORIES

Coming this summer!

Small Packages

vice president William F. Greene cautions that consecutive fractionals must be used sparingly. “In all but a handful of cases, this technique is not too successful, possibly because it makes too much ‘mental work’ for the reader. It’s more efficient to put the message on one page.”

Dr. Morgan Neu, Starch INRA Hooper vice president, concurs: “Our scores show fractionals are just not as well-read.” He stresses that product or brand identification is important in small ads, but says some fractionals lack professional polish (thereby skewing the readership scores), possibly because the budget does not allow top creative talent. **Is bigger necessarily better?**

Advertising research in general shows that smaller ads, as a group, do not fare well in readership studies.

Starch INRA Hooper research finds half-page ads score an average of 12 percentage points below one-page ads’ “Noted” scores; Chilton Company’s Ad-Chart service finds half-page ads’ “Noticed” scores an average of 13 percentage points lower than those of one-page ads.

Cahners Publishing research concludes, “as the size of an advertisement increases, the readership score increases.” The company analyzed over 2,300 ads and sorted them by size, indexing them against the overall average. Spreads scored 113 percent higher than all averaged ads, full pages were 24 percent higher, and half-page ads scored 6 percent lower

How ad size affects readership

Size	Noticed ^a	Read half ^a or more	Noted ^b
Two pages	74%	19%	50%
One page	62	13	39
3/4 page	47	9	n.a.
1/2 page	49	10	27
1/3 page	44	10	n.a.
1/4 page	42	9	n.a.

Source: Ad-Chart, Starch INRA Hooper

^aAd-chart scores based on 5,357 ads in 10 industrial and non-industrial publications, 1981-1983.

^bStarch scores based on 1980 study of 15,500 ads.



With a little creative positioning, fractional units can deliver full-page dominance. The diagonal design of Zud Cleanser's checkerboard ad is unusual enough to do this.

than average. By contrast, quarter pages scored 45 percent below average.

In fact, across the board, research finds that spreads lead other ads when measuring initial consumer contact. In addition, says Gallup & Robinson's Greene, spreads convey importance and distinction. “They accommodate more sales points comfortably and build image at the same time,” he explains. And, points out Starch's Neu, “image is very important to certain advertisers who can't afford to look cheap.”

Whatever your budget, Neu suggests using the best creative professionals you can afford. And Greene believes copy testing—varying ad size and format in test situations—helps produce general guidelines applicable to a series or campaign.

Perhaps the most important point to remember is that while, all things being equal, a four-color spread will be seen by and read by more people than a quarter-page ad, all things are never equal. The savvy advertiser can often successfully trade off size for increased exposure. □

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Good things can come in small ad packages

Clients like their price; agencies dislike their looks. What is the verdict on fractional ads?

By Isabel B. Mazzenga

Suppose you have a limited budget and you want to run in magazines. How do you make the most of your money? Run a few spreads? Or a couple more full pages? What about fractionals—quarter pages, half-page spreads, vertical columns, consecutive square thirds?

There is no definitive answer, say advertisers, agencies and research professionals. You must analyze each product objective to tailor the campaign so as to maximize your budget.

To extract peak performance from their advertising dollar, Teledyne Water Pik and Doyle Dane Bernbach designed arresting fractionals for their 1985 campaign. Director

of marketing Patrick C. Anello explains that strategic use of half-page spreads breaks through ad clutter, grabbing readers' attention visually. The layout affords Teledyne the room to offer more information as well in their first primarily print campaign.

Richard J. Jaric, senior vice president and management supervisor for Doyle Dane Bernbach/Los Angeles, notes that magazines are the logical choice when the goal is national coverage and continuity. This year's Water Pik schedule includes *Time*, *Better Homes and Gardens*, *People*, *Newsweek*, *Health* and *American Health*.

Zud Cleanser's long-running quarter-page checkerboard ad campaign illustrates creative use of smaller fractional units. The layout was chosen to deliver full-page dominance for half the cost, and it is unusual enough to stand out from editorial and other ads. The diagonal design lends itself well to the "before and after" product story, notes Hicks

& Greist account supervisor Steven C. Zamichow.

Some fractionals perform better than others, according to Gallup & Robinson studies. Their evaluation of fractional ads against established product/category/audience norms finds the checkerboard layout outperformed the average fractional by 61 percent, and vertical fractionals beat the norm by 63 percent. Both were judged very efficient for size and cost.

One key to small ads' appeal is versatility; lower cost translates into expanded print schedules for greater reach and frequency. Consecutive fractional ads now appear in many magazines to display a company's related products, points out Thomas C. Redd, senior vice president and publisher of *Family Circle*. Packaged goods lend themselves well to this configuration, which is also used by travel and entertainment advertisers to delineate several destinations and properties.

But Gallup & Robinson senior

Look what brushing and flossing just missed.



There's a whole mouthful of problems hidden in small pockets just under the gumline. Like minute food particles. And irritating debris and residues.

You can't see them. But they can contribute to serious gum disease—the major cause of tooth loss in adults over 35. Effective oral hygiene doesn't stop with brushing and flossing. To flush microscopic particles from below the gum line, you need the Water Pik® Appliance.

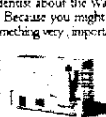
Using 1,200 bursts of water per minute, it cleans safely. Quickly. Effectively. While at the same time, massages and stimulates your gums.

And deluxe models with the Water Pik Plus Feature let you use anti-bacterial solutions for more effective care.

Now, you can even add mouthwash or salt solution. Ask your dentist about the Water Pik appliance. Because you might be overlooking something very, very, important.



TELEDYNE WATER PIK
It's from Teledyne Water Pik
you'll feel good about it.



Breaking through ad clutter was the intention here, and what better way to do it than with a "close-up" smile? Teledyne Water Pik and Doyle Dane Bernbach tailored the ad to fit a half-page spread.